Link Building

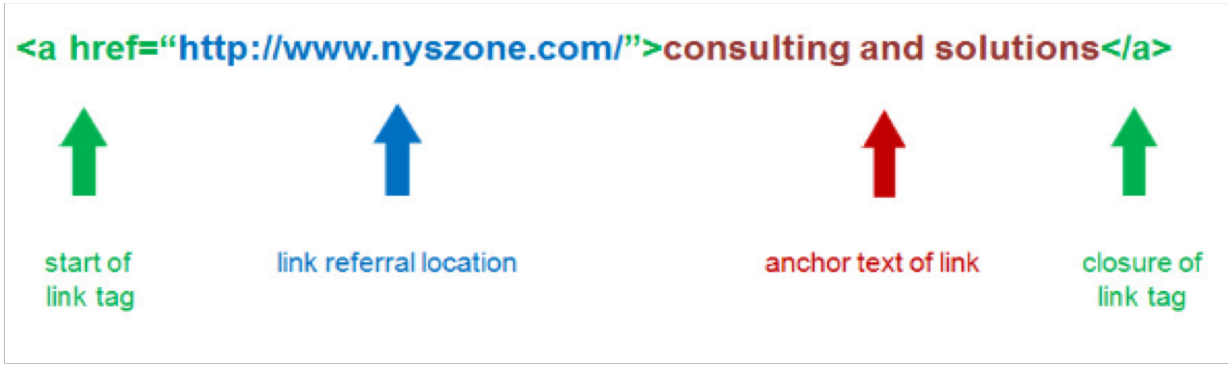
Guide To Get Authority Site Backlinks

If you are right now reading this post, it is obvious that you have realized the importance of link building for any online business. Hence, without talking more on that, we should rather focus on different effective techniques of **Link Building**.

Anchor Text linking

- This is the most fundamental aspect of link building. **Anchor Text** simply means the text portion of a link that can be clicked. Anchor text link is crucial as **Google** takes it as a ranking parameter. Anchor text for which your site gets a link is observed by Google, and it knows that your site is about that specific thing.

For example, if you get a link to your site through anchor text "**Link Building Technique**", it becomes easy for Google to know that your site is about Link Building. However, some people use keywords as the anchor text, and overload it. This is something considered as a spam by the way.



Always Prefer the Authority Sites

- Getting **Back Link** is important from search engine point of view. But, the concerned site's authority or **Page Rank** should be good. Moreover, the link should be from authority site.

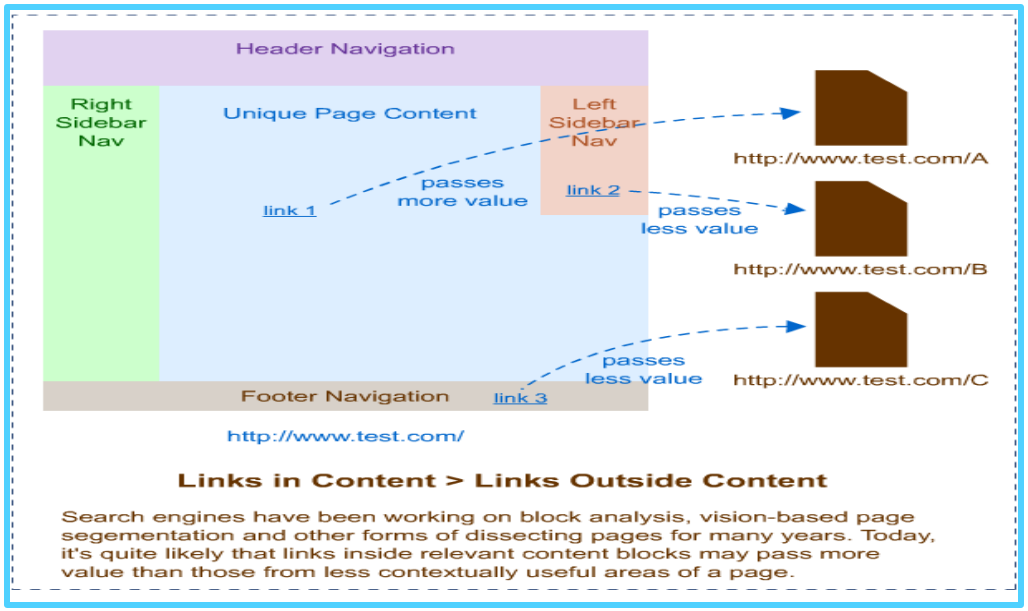
Authority sites are a proven Business Model

- For example, if you write about a smart phone, a link from a site like Gsmarena would be rather reflective, than any other site based on entertainment niche. It cannot be that relevant. This strategy matters for getting links from top resource sites like Wikipedia and EDU.

The Right Positioning of the Link

- People often don't understand the relevance of **positioning a link**. If a site is linking you, but your link is getting unnoticed somewhere at the bottom, then it doesn't really mean anything. To be specific, links getting extinct around the footers don't put much of worth, in comparison with the one at center, within the pivotal body of the content.
- In fact, not just the anchor text, the texts around the anchor text too matter a lot from search engine perspectives. Technically it is called as the **Baby Anchor Text**. Search engine or Google reads these texts and gets to know about what the page or the content is.

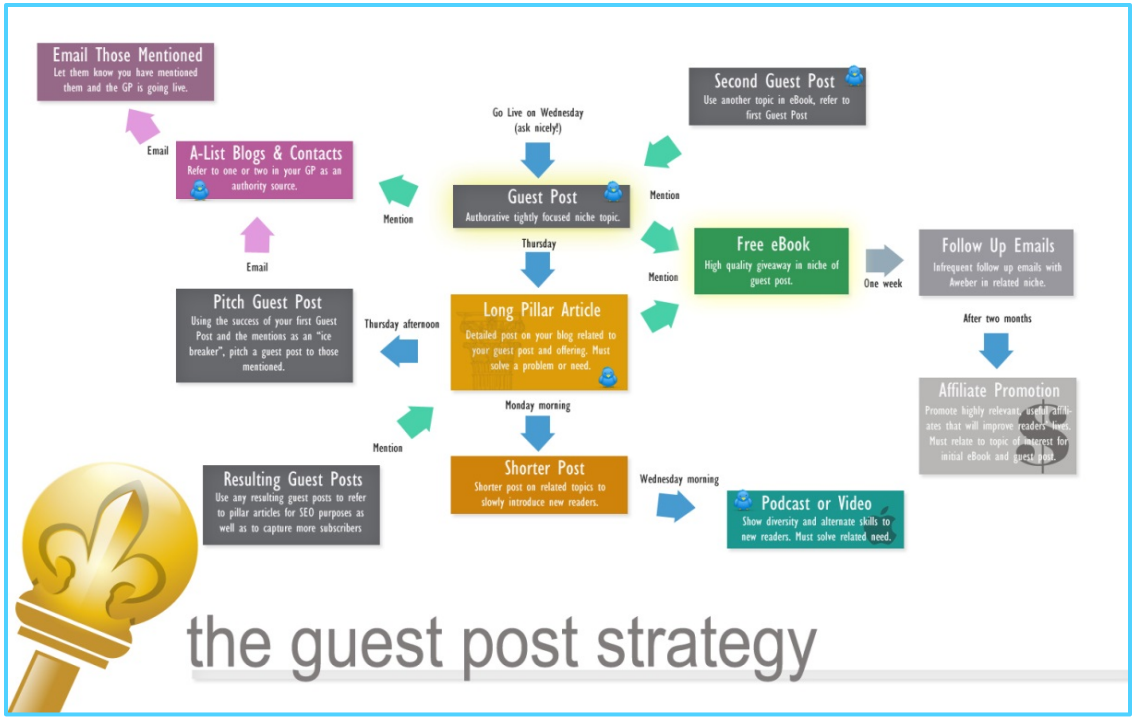
- As explained above, not every link is considered as an effective link from search engine point of view. It should be editorially put, which means the link should be put with the authorization of concerned site. Otherwise, it is simply considered as the spams. Cheap strategies like putting links here and there at comment sections of different social media sites are thus considered as the spams.


Header Navigation
Right Sidebar Nav
Unique Page Content
Left Sidebar Nav
link 1
passes more value
link 2
passes less value
http://www.test.com/A
http://www.test.com/B
passes less value
http://www.test.com/C
Footer Navigation
link 3
http://www.test.com/
Links in Content > Links Outside Content
Search engines have been working on block analysis, vision-based page segementation and other forms of dissecting pages for many years. Today, it's quite likely that links inside relevant content blocks may pass more value than those from less contextually useful areas of a page.

Before Going for Guest Post Strategy

- Getting link through **guest posts** is a common strategy. This can be an effective idea forgetting back links from EDU. But, not all **guest post strategy** is taken effectively.
- For example, if you pay another site to publish the content or if the anchor texts are the exact keywords, then it is considered spam. Similarly, if the site at which you make guest post is simply meant for the guest posts only, or if has no relation with your niche, then too Google takes it as a spam

- For example, if you pay another site to publish the content or if the anchor texts are the exact keywords, then it is considered spam. Similarly, if the site at which you make guest post is simply meant for the guest posts only, or if has no relation with your niche, then too Google takes it as a spam


Email Those Mentioned
Let them know you have mentioned them and the GP is going live.
Email
A-List Blogs & Contacts
Refer to one or two in your GP as an authority source.
Email
Pitch Guest Post
Using the success of your first Guest Post and the mentions as an "ice breaker", pitch a guest post to those mentioned.
Mention
Resulting Guest Posts
Use any resulting guest posts to refer to pillar articles for SEO purposes as well as to capture more subscribers
Mention
Go Live on Wednesday (ask nicely!)
Guest Post
Authorative tightly focused niche topic.
Thursday
Thursday afternoon
Long Pillar Article
Detailed post on your blog related to your guest post and offering. Must solve a problem or need.
Monday morning
Shorter Post
Shorter post on related topics to slowly introduce new readers.
Second Guest Post
Use another topic in eBook, refer to first Guest Post
Mention
Free eBook
High quality giveaway in niche of guest post.
Mention
One week
Follow Up Emails
Infrequent follow up emails with Aweber in related niche.
After two months
Affiliate Promotion
Promote highly relevant, useful affiliates that will improve readers' lives. Must relate to topic of interest for initial eBook and guest post.
Wednesday morning
Podcast or Video
Show diversity and alternate skills to new readers. Must solve related need.
the guest post strategy

Add Images and Infographics

- It is advised to incorporate images, charts, graphs, etc., with contents as these thinks drag greater links. If the image is original and gets shared, you get link every time. It would be even better to use real time videos and **inforgraphics** as well.

Content is Undisputed King

- There is no replacement of original content. If you got something a hot-off-the-fire data or any kind of survey report that has relevance from search engine point of view, you are sure to get back links and all; doesn't matter you do **SEO** or not. This is one of the magical ways of getting links from the sites like Wikipedia, those are normally resource based. In fact, every time your data is used, your site gets a link.

Link Building Strategy Through Email Outreach

- Everyone prioritizes on white hat techniques of link building. On this context, using email outreach is considered as a must. One can generate much effective links through **Email Outreach**. This is one of the best ways of reaching the journalists, especially those who aim to get links from authority news sites. First thing these people should do is to get the likely linkers, or to find the links or the sites, those are most probable to provide link to you.

- There are various tools available to find such relevant or likely linkers. But, good news is that it can be done through Google as well. First of all, simply search your targeted keyword on Google, and get the URL of the first outcome, and put it over the link analysis tools like **Ahrefs.** Now put a click on "**backlinks**" at the sidebar, and you can get the list.
- In fact, using certain tools like Hunter.io, one can even get email address of those sites. These tools are quite easy to use as well; one simply can get the email ids by putting the intended site address there. There are tool like **VoilaNobert**, which makes things even easier. Here you can even put the name of a person as well, along with its domain.

Send Relevant Proposals

- Using **Personalized Script Strategy** still works well for link building. But, you should make it look genuine as possible. Again, you should target the site those relate with your niche or subject. Moreover, you should specify the particular article, referring which you are leaving the link or wish it to be there on the page. It is moreover like guest posting, but the advantage is that even if the site doesn't demand guest post, you can still make your stuff available there.

Targeting Resource Pages

- Resource page link building is something that every link builder wishes for. This carries so much importance as resource pages are the sources those link to the best publications on a specific topic. This is one of the best ways of getting links from **Wikipedia** or **EDU**. These links carry so much value as these resource pages are entirely intended about linking to the right content. Other than wiki, if someone wants the resource pages, taking help of Google would be the best way.

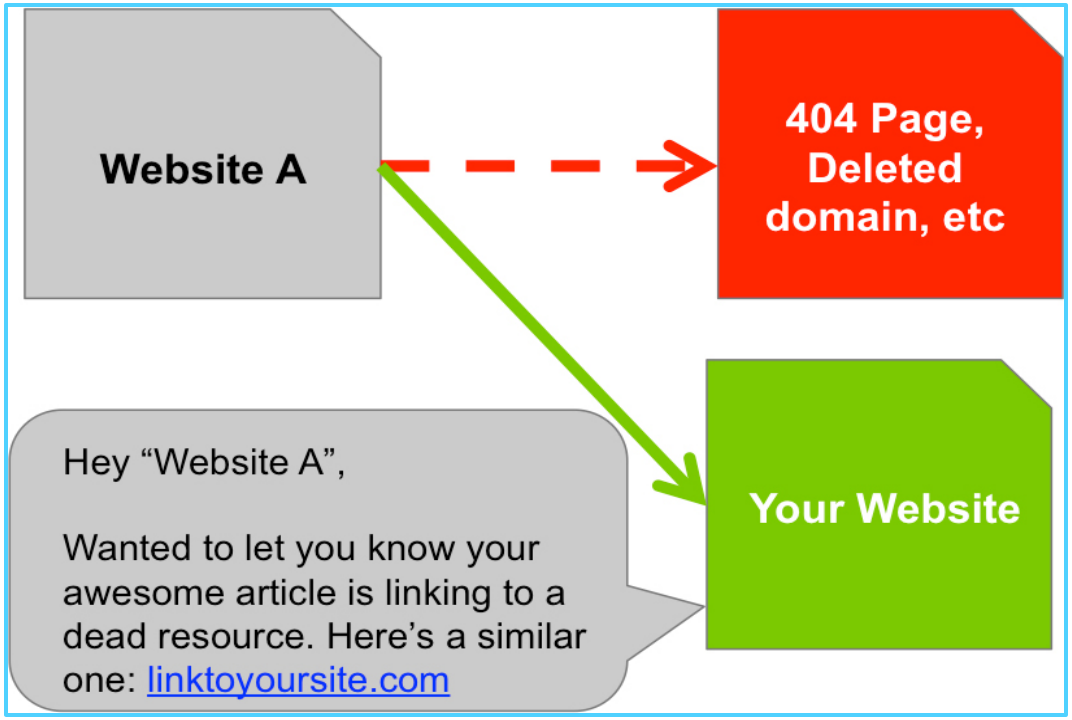
- One can simple search the keyword terms with the terms like "**helpful resources**", "**useful resources**", "**useful links**" on Google, and get those links. Resource page links matter so much as their page authority score is good, and so is their site rating. Being an authority domain itself is enough to give the major boost.
- But, before that, you should find the right content of your site that can meet well with the resource page. Once you get the resource site and you have your content ready, you can connect with that resource page through email or whichever available way.

- But, before that, you should find the right content of your site that can meet well with the resource page. Once you get the resource site and you have your content ready, you can connect with that resource page through email or whichever available way.

Broken Link Building

- **Broken link building** has been one of the finest link building strategies. This strategy works the best for those who don't want to write emails or request for back links. There are some incredible tools like Check My Links available those can help you in finding broken links on a page. Otherwise, one should look for a site with bulk outbound links. These websites hold maximum possibilities of broken links.
- Simplest example would be the resource pages as these normally get huge links, and hence the chances of broken links remain higher there. All you need is to let the concerned site know about the broken link, and leave your site's link as the replacement.

- Simplest example would be the resource pages as these normally get huge links, and hence the chances of broken links remain higher there. All you need is to let the concerned site know about the broken link, and leave your site's link as the replacement.


Website A
404 Page, Deleted domain, etc
Your Website
Hey "Website A",
Wanted to let you know your awesome article is linking to a dead resource. Here's a similar one: linktoyoursite.com

Those Who Explicitly Look for Wikipedia Links

- It's a perception among many that their link building task can be completed simply if they manage to get back links from the top sites like Wikipedia or EDU. This perception is right up to many extents as well. There are various methods explained above to get relevant links from the authority sites like Wikipedia. However, those who are explicitly looking for the ways to get links from Wikipedia, or those who deliberately want Wikipedia links can try the following strategies.

- Needless is to say that they have to first create a Wikipedia account. Well, it's quite easy and everyone can do this. This is the first step to be able in developing link building strategies and execute those on certain pages. If you have relevant content, targeting Wikipedia for backlink is always a relevant option.
- The simplest of all strategy would be to add fresh content that would enhance the overall worth of it, by making it more valuable and informative. In fact, adding a single relevant line would also work. However, the best recommendation would be to add at least a paragraph or a chapter itself. Above all, the content should be absolutely fresh.

- Though this looks literally easy, but executing this is not as easy because the content needs to be approved by the editors. Hence, it is advised to keep things genuine as possible. You should try being a contributor initially. Don’t go for linking straightaway; rather, initially you should have enough contributions in updating various pages.
- Best suggestion would be to repair broken links; you can get significant back link this way. Later on, you can go for link building. In fact, Wikipedia would add your link as the reference link.

Making most of Google for Wikipedia Back link

- There are already various tools available for Wikipedia back link generation. However, those who are not interested in such tools can simply make the most of Google. It is here to mention that Google has been the most relevant ways of spotting the dead links.
- All you need is to go to Google and type "**site:wikipedia.org**" "**Keyword phrase**" "**dead link**" in its search box. You can now find various results. Now just put a click on any one of these. Now put **CTRL**. You will find a box there. You can write citation needed or dead link there to find the exact address. However, there it's your duty next to find the most relevant link for your site.

Finding the Most Relevant Link for your Wikipedia Backlink

- No matter you use any tool or use the Google query based method as explained above, you have to find your relevant link. And, you have to take the help of a tool called **Wayback Machine** tool. To use this, you have to first find the list of dead links based on a keyword in relation with your site.
- Next step would be to copy one of the URL and put it on Way back Machine tool, and hit on "Go" button. Through the process, you can get to know exactly how it used to look earlier. Obviously, you can go through the content to make sure whether it can be relevant for your website or whether it is relatable with your site.

- If you found the page relevant in accordance with your site, you have to next prepare content for the page that can be useful for it. In fact, simply rewriting it would also work. Good news is that even Way back Machine can tell you whether it would work.
- However, if the link or its contents are not relevant for your site, you may proceed further until the right link or content is got. But, don't go for the wrong ones, no matter how much back link it is getting. You can get information about those back links through tools like Ahrefs.
- Next you can let them also know about the dead link or broken link and replace your link through citation as explained above.

Thank You

Source Link: https://www.udemy.com/user/ing-tomas-moravek-2